





New Century Economic Development Plan for the City of Atlanta

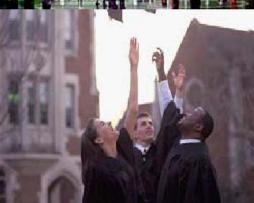
Adopted December 16, 2004

With Pro Bono assistance from Bain & Company





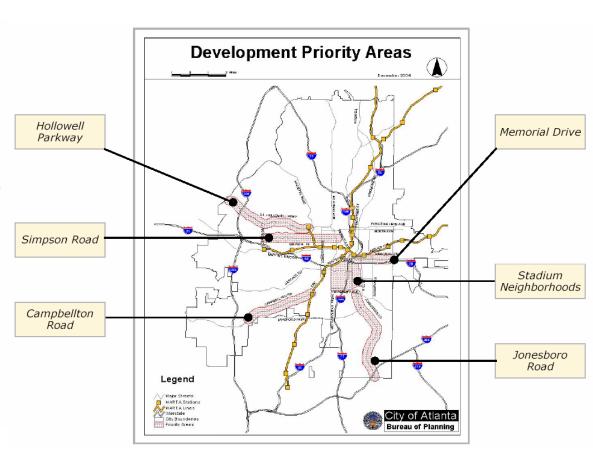




Six Development Priorities



- Campbellton Road
- Donald Lee Hollowell Parkway
- Jonesboro Road
- Memorial Drive Corridor
- Simpson Road
- Stadium neighborhoods
 - Mechanicsville
 - Peoplestown
 - Pittsburgh
 - Summerhill



Achieving Atlanta's vision requires addressing three primary components of the economy

Mayor Shirley Franklin's vision is:

"Atlanta will be the thriving core of the metropolitan area. The most successful city in the southeast. A competitive city, nationally and internationally."



Economic Opportunity

"Atlanta will support and develop industries that create jobs for its workforce and the City will consistently be rated as one of the best overall in which to do business."

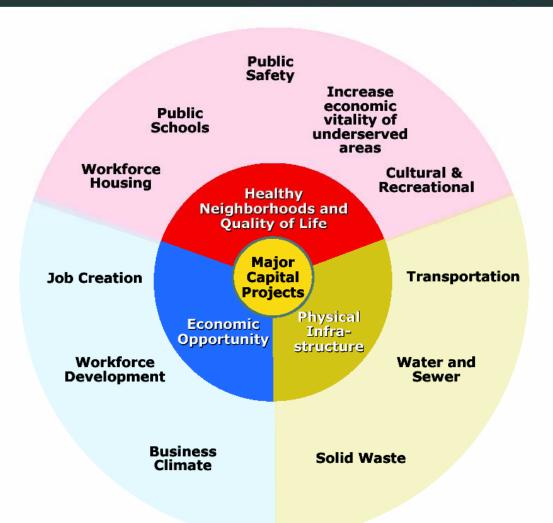
Healthy Neighborhoods and Quality of Life

"Atlanta will have safe, healthy neighborhoods with excellent public schools, parks and thriving commercial corridors"

Physical Infrastructure

"Atlanta's transportation, water, and waste infrastructure will support the city's growth and provide quality services to its residents."

The EDP identifies a wide range of issues facing the City of Atlanta

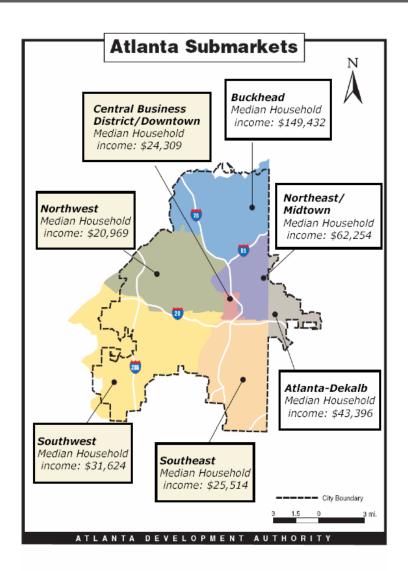


Economic Development Initiatives



- Support growth of target industries
- Create and grow business recruitment, retention, and expansion capabilities
- Champion BeltLine and Downtown as major development projects
- Increase economic vitality of underserved areas
- Make it easier to develop in Atlanta
- Increase workforce housing
- Increase capital available for development and business growth
- Make Atlanta one of America's safest cities
- Collaborate to improve the graduation rates in Atlanta Public Schools
- Grow dedicated parks and greenspace

There is significant unmet retail demand in Atlanta's underserved areas

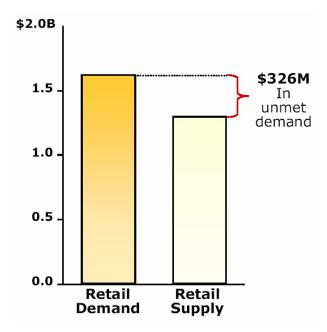


Median Household Income (2003)

Citywide: \$32,640

Metro: \$51,650

Underserved areas



Criteria for Six Development Priorities



- Additional focus by the City and ADA will impact job creation, residential, and commercial development in the near-term
- Significant developable area is available
- Supports affordable housing growth goals and mixed use communities
- Attracts goods and services for the existing revitalizing neighborhoods
- Enhances usage of transit infrastructure
- Aligns with employment centers
- Provides greenspace opportunities
- Can be implemented with tools and incentives